

서울과학기술대학교 마스코트 매뉴얼 가이드



Policy on the Use and Management of University Mascot

Article 1. Purpose

The purpose of this Manual Guide is to ensure consistent and effective brand communication for Seoul National University of Science and Technology (SeoulTech) by establishing standardized protocols for the operation and management of the university's official mascot, Tech-nyong. All users are required to comply with these design standards to maintain and enhance the university's brand identity.

Article 2. Ownership and Legal Rights

Ownership: All intellectual property rights, including copyrights and trademarks for Tech-nyong, are the exclusive property of Seoul National University of Science and Technology.

Unauthorized Use: Any reproduction, distribution, or external disclosure of the mascot and related assets without prior written approval is strictly prohibited.

Article 3. Authority for Approval

Governing Body: The Office of Communications serves as the primary authority for the interpretation, oversight, and approval of mascot usage.

Scope of Approval: All commercial, promotional, or external uses must be reviewed and authorized by the governing office before implementation

Article 4. Visual Identity and Design Standards

Color Consistency: The official color palette is a critical element of the university's brand identity. Users must strictly adhere to the designated color systems (CMYK for print, PANTONE for spot colors, and RGB/HEX for digital).

Quality Control: Accurate color reproduction must be verified through a thorough review process during production and printing.

Digital Media: These standards apply equally to all digital platforms, including websites, social media, and video content. Consistency in digital rendering is as essential as in physical applications.

Integrity of Image: Users shall not distort, modify, or rotate the mascot image in any way that violates official design standards

Article 5. Interpretation and Modifications

Arbitrary Changes: The contents of this policy are not subject to arbitrary modification or subjective interpretation by users.

Mandatory Consultation: If technical limitations or media characteristics require minor adjustments, prior consultation and approval from the Office of Communications are mandatory.

**Article 6.
Standards of Conduct**

Alignment of Values: The mascot must be used in a manner that aligns with the University's mission and core values.
Restricted Content: Use of the mascot in any content that may incite social controversy, public criticism, or ethical concerns is strictly prohibited.

**Article 7.
Responsibility and
Compliance**

User Liability: Users assume full responsibility for any issues or damages arising from non-compliance with this policy.
Corrective Measures: The University reserves the right to suspend use or demand corrective action for any unauthorized or inappropriate use of the mascot.

**Article 8.
Further Information**

For questions regarding the interpretation and application of this policy, please contact the Office of University Communications at Seoul National University of Science and Technology.
Email: seoultechpr@seoultech.ac.kr Phone: 02-970-6989

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01 MASCOT

마스코트 소개



테크농

학생들의 소원을 품고 태어난, 호기심 가득 아기용!

성격	우당탕 사고뭉치지만 밝고 용기 있는 다정한 친구
특기	따뜻한 포옹, 물장구, 새로운 친구 만들기!
MBTI	ENFP 모두의 행복을 꿈꾸는 해맑은 이상주의자

붕어방 연못에 모인 학생들의 간절한 소원을 품고 태어난 테크농은, 모두가 즐거운 세상을 꿈꾸며 힘차게 날아오르는 호기심 가득한 아기 용이에요. 이성적으로 집중할 때는 파란 뿔이, 신나게 뛰놀 때는 빨간 뿔이 반짝이며 빛난답니다.

호기심이 넘쳐 캠퍼스 곳곳을 누비며, 학생들에게 먼저 다가가는 다정한 친구예요. 어느 날 붕어방에서 위험에 처한 학생을 구하는 과정에서 한쪽 뿔이 부러졌고, 그 상처는 지금도 테크농의 용기와 배려심을 증명하는 흔적으로 남아 있습니다.

테크농의 꿈은 친구들과 함께 재미있는 일을 찾아다니는 중앙 동아리를 만드는 것! 오늘도 새로운 친구를 만나러 씩씩하게 날아갑니다.

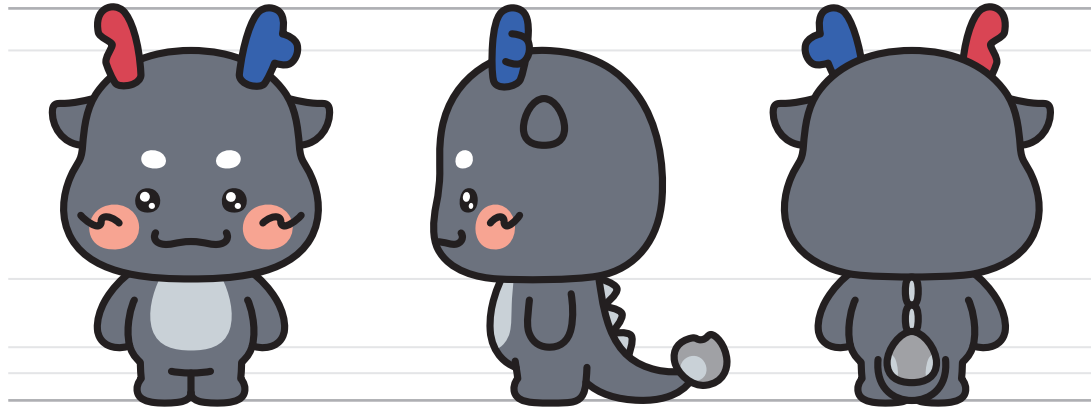
01 MASCOT

디자인 설정



01 MASCOT

—
턴어라운드 2D



COLOR 마스크트 컬러는 지정된 컬러로 사용하여야 하며, 임의로 변경 사용 할 수 없습니다.

 PANTONE 7544 C
C 150 M 8
Y K 60

 PANTONE 7626 C
C 0 M 85
Y 56 K 10

 PANTONE 7684 C
C 85 M 66
Y 0 K 0

 PANTONE Black C
C 0 M 0
Y 0 K 100

 PANTONE 487 C
C 0 M 43
Y 36 K 0

 PANTONE 537 C
C 5 M 0
Y 0 K 50

 PANTONE Cool Gray 6 C
C 0 M 0
Y 0 K 44

 PANTONE White C
C 0 M 0
Y 0 K 0

01 MASCOT

라인아트, 도수별 컬러 적용

GRayscale A 01



BLACK & WHITE A 02



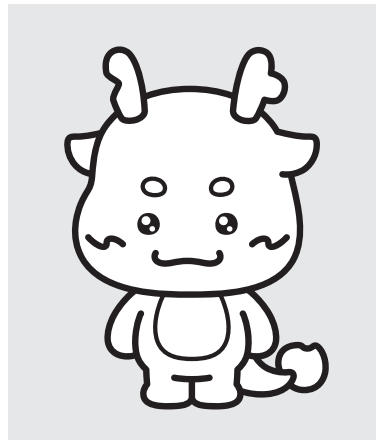
BLACK 1Color A 03



WHITE 1Color A 04



BLACK & WHITE A 05



BLACK 1Color A 06



WHITE 1Color A 07

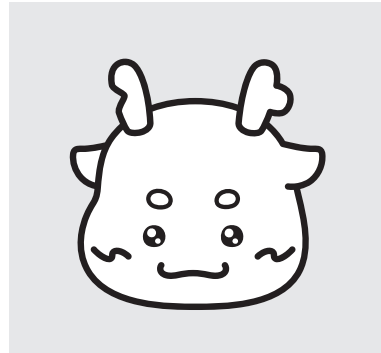


01 MASCOT

—
라인아트, 도수별 컬러 적용

BLACK & WHITE

A 08



BLACK 1Color

A 09



WHITE 1Color

A 10



01 MASCOT

라인아트, 도수별 컬러 적용

COLOR VARIATION 1 Color A 11



COLOR VARIATION 1 Color A 12



COLOR VARIATION 1 Color A 13



COLOR VARIATION 2 Color A 14



COLOR VARIATION 2 Color A 15



COLOR VARIATION 2 Color A 16



01 MASCOT

—
라인아트, 도수별 컬러 적용

COLOR VARIATION 2 Color A 17



COLOR VARIATION 3 Color A 18



COLOR VARIATION 4 Color A 19



01 MASCOT

—
응용동작



B 01



B 02



B 03



B 04



B 05



B 06



B 07

01 MASCOT

—
응용동작



B08



B09



B10



B11



B12



B13



B14

01 MASCOT

—
응용동작



B 15



B 16



B 17



B 18

01 MASCOT

—
의상, 소품



C 01



C 02



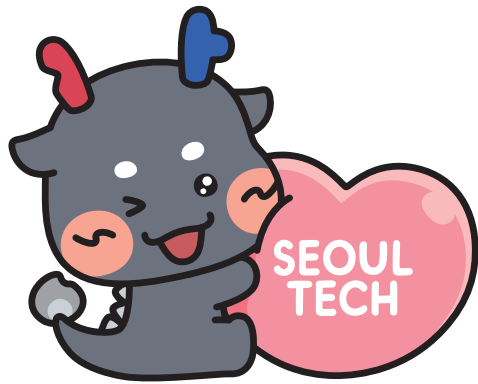
C 03



C 04

01 MASCOT

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의상, 소품



C 05



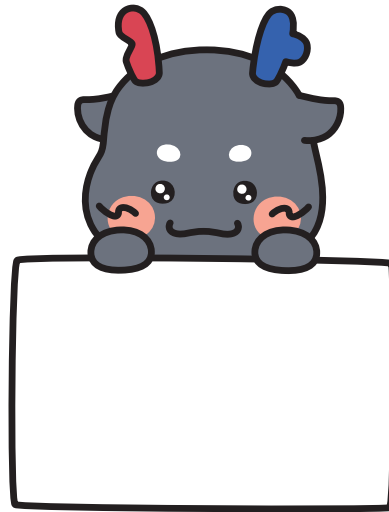
C 06_1



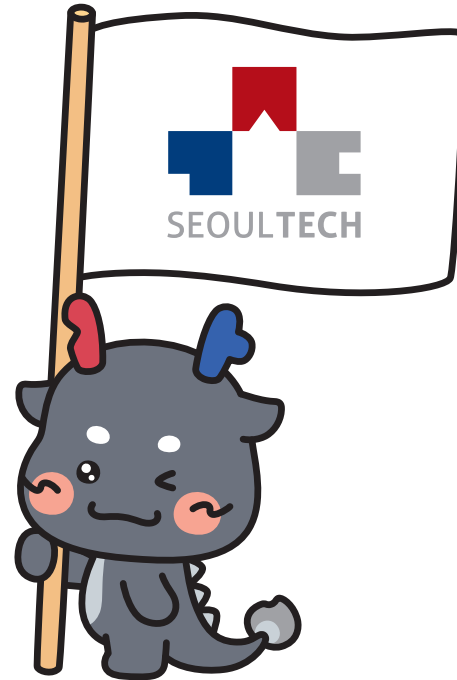
C 06_2

01 MASCOT

—
의상, 소품



C 07



C 08

02 IDENTITY

국문로고

D 01



	PANTONE 2162 C C 21 M 11 Y 0 K 33		PANTONE 2191 C C 66 M 18 Y 0 K 0		PANTONE White C C 0 M 0 Y 0 K 0
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D 02



D 03



Simple Logo 로고가 작게 적용되거나, 메인 요소가 아닐 경우에 사용

D 04



D 05



D 06



	PANTONE 281 C C 100 M 72 Y 0 K 32
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02 IDENTITY

영문로고

E 01

Tech★Dragon

	PANTONE 2162 C C 21 M 11 Y 0 K 33		PANTONE 2191 C C 66 M 18 Y 0 K 0		PANTONE White C C 0 M 0 Y 0 K 0
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E 02

Tech★Dragon

E 03

Tech★Dragon

Simple Logo 로고가 작게 적용되거나, 메인 요소가 아닐 경우에 사용

E 04

Tech - Dragon

E 05

Tech - Dragon

E 06

Tech - Dragon

 PANTONE 281 C
C 100 M 72
Y 0 K 32

02 IDENTITY

—
영문로고 응용형



Tech*Dragon

EA 01



Tech*Dragon

EA 02



Tech*
Dragon

EA 03

02 IDENTITY

—
조합형 로고

F01



테크농
Tech-Dragon

F02



테크농
Tech-Dragon

F03



테크농
Tech-Dragon

F04



테크농 Tech-Dragon

F05



테크농 Tech-Dragon

F06



테크농 Tech-Dragon

02 IDENTITY

—
시그니처



G 01



G 02



G 03

02 IDENTITY

—
시그니처



G 04



G 05



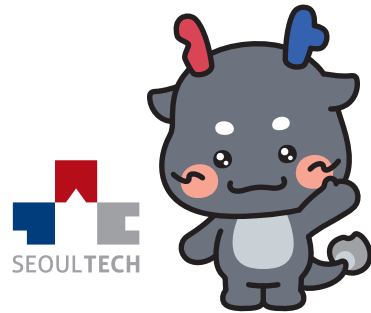
G 06



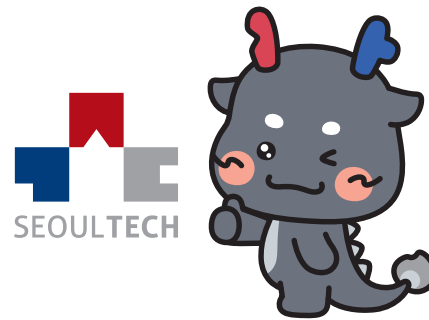
G 07

02 IDENTITY

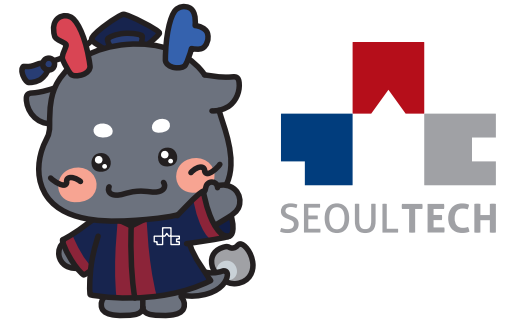
—
시그니처



G 08



G 09



G 09

03 GRAPHIC

—
엠블럼



H01



H02

03 GRAPHIC

—
그래픽아트



101



102